

## **IV. AGENCY NON-HOUSING ACTIVITIES DURING THE IMPLEMENTATION PERIOD (GOALS, OBJECTIVES, PROGRAMS AND BLIGHT ELIMINATION)**

This section sets forth, for each project area, the Agency's goals, objectives and proposed programs for non-housing activities during the Implementation Period, and describes how the proposed programs and expenditures will eliminate blight in the respective project areas. Section V below estimates the revenues that will be available to the Agency to implement the non-housing programs during the Implementation Period and sets forth the anticipated non-housing expenditures by program category for each project area. As discussed in the Introduction, the impacts of the State budget and the allocation of Agency resources to the Washington grade separation project and Interstate 880 Mission/Warren Avenue interchange reconstruction will result in very limited resources for historic district non-housing projects.

### **1. Niles Project Area**

#### **1.1 Project Area Map and Background**

The 68-acre Niles Original Project Area is located in the northeastern part of Fremont and is within the Niles Planning Area, one of Fremont's four historic commercial districts. The Niles Redevelopment Plan was originally adopted in 1977 to revitalize the historic commercial district and surrounding residential neighborhoods. The Plan was amended in 1994 to be in compliance with the CRL as amended by AB 1290. In 1998, the Plan was amended as part of the Redevelopment Plan Amendment and Fiscal Merger Program, which added the 70-acre "Added Project Area" that consists of the commercial and residential area adjacent to the Original Project Area, extending along Niles Boulevard to Second Street, and Mission Boulevard to Nursery Avenue. See Figure IV-1A for a map of the Niles Project Area.

#### **1.2 Redevelopment Plan Goals**

The Niles Project Area has not realized its full economic potential. The full implementation of the Redevelopment Plan will increase the amount of pedestrian activity, enhance the sales per square foot of businesses, preserve the historic character of the district and provide more diverse retail opportunities for residents of the project area and the City.

The Agency will focus on the following general goals of the Project during the Implementation Period:

- The elimination of adverse physical and economic conditions within the Project Area.

- The enhancement of the historic business district in Niles, including the attraction and retention of neighborhood-serving commercial facilities, the promotion of tourism-based businesses, and the attraction of new, complementary restaurant and specialty retail uses to make Niles a destination for workers and residents in other areas of Fremont and vicinity.



- The conservation and enhancement of existing residential neighborhoods through housing rehabilitation and circulation, open space and other public improvements.
- The creation of residential opportunities for various segments of the community, including the provision of quality affordable housing within and outside the Project Area, as required by the CRL.

### **1.3 Implementation Plan Programs**

Following are the major proposed non-housing programs during the Implementation Period, and a discussion of how the proposed activities will help to eliminate identified blighting conditions.

#### **Program 1. Support Enhanced Performance of Businesses**

The Agency will seek to work in collaboration with property owners and business owners to support enhanced business performance in the project area.

##### Objectives

The following specific objectives of the Project will be priorities during the Implementation period:

1. The promotion of pedestrian-oriented uses and spaces especially in the historic business district.
2. The attraction of appropriate new businesses and retention and expansion of existing businesses in coordination with citywide economic development programs.

##### Projects

As funding permits, the Agency will implement the following projects during the Implementation Period to reduce business vacancies, improve property values, and increase retail sales performance:

- (move to Infrastructure Projects)
- Re-establishment of the retail Marketing and Business Recruitment Program in collaboration with Office of Economic Development, property owners, residents and other interested Niles groups.
- Working with the Office of Economic Development, provide business development resources (e.g. seminars, workshops, written materials) to small businesses.

## **Program 2. Support Investment in Privately-Owned Property**

The Agency will work with property owners, residents and business owners to enhance the appearance and function of private properties.

### Objectives

The following specific objectives of the Project will be priorities during the Implementation Period:

1. The renovation of and/or expansion of substandard buildings and the appropriate reuse of buildings whose uses conflict with uses permitted in the General Plan.
2. The conservation and rehabilitation of historic and contributory buildings that are an important link to Nile's heritage.
3. The development of vacant and underutilized properties.

### Projects

As funding permits, the Agency will implement the following projects during the Implementation Period to maximize use of buildings and improve physical deficiencies of private structures:

- Niles Concept Plan zoning and parking assessment district policy recommendations (e.g. parking assessment district changes and mixed-use and off-street required parking zoning ordinance modifications to support private investment).
- Commercial Rehabilitation loan/grant program to encourage building restoration in Niles, including assistance to install high quality:
  - Façade improvements.
  - Building safety deficiencies and tenant improvements.
  - Signage and lighting.
  - Design grants.
- Once property acquisition is complete, execute disposition for the portion of the former UP property study area suitable for private development.

## **Program 3. Invest in Public Infrastructure**

The Agency will make strategic investments in public infrastructure to help stimulate private investment in the district.

### Objectives

The following specific objectives of the Project will be priorities during the Implementation Period:

1. The development of appropriate public gathering places and focal points for employees and customers in the Nile's historic business district.

### Projects

As funding permits, the Agency will implement the following projects during the Implementation Period to facilitate development of vacant and underutilized property in the district:

- Complete master plan for the former UP property study area.
- Finalize the acquisition of the former UP property and complete the site's remediation in order to prepare property for future development of the town square and public parking portion of the master plan, considering phased development of public improvements.
- Neighborhood sidewalk and landscaping improvements.
- Completion of Phases 1b, 2 and 3 of the Niles Sign Program.

## **1.4 Elimination of Blight**

The projects proposed during the Implementation Period will reduce blight in the following manner: Commercial opportunities will be enhanced through Program 1 (Support Enhanced Business Performance) projects. These projects will increase the economic viability of the commercial area, enhance property values and increase the number of commercial facilities in the project area.

Unsafe buildings and underutilized properties will be improved through Program 2 (Support Investment in Privately-Owned Property) projects. These projects will increase the economic viability of the commercial area, enhance design of signage and facades and encourage new construction in the project area.

Public infrastructure and parking opportunities will be improved through Program 3 (Invest in Public Infrastructure) projects. These projects will increase the economic viability of the commercial area, provide parking facilities and encourage new construction in the project area.